

23 July 2021

MEDIA RELEASE

Australian Government investment will drive growth and opportunities for grape and wine businesses.

The announcement today to invest in market access and promotional activities across a range of export markets is great news for Australian grape and wine businesses. The investment falls under the Australian Government's Agricultural Trade and Market Access Cooperation (ATMAC) program, and was formally announced by the Minister for Agriculture and Northern Australia, the Hon. David Littleproud MP, earlier today.

"We are delighted to be leading a project under the ATMAC program. I'd like to personally thank Minister Littleproud and his team for the opportunity to work in partnership to help Australia's grape and wine businesses through a challenging period" said Tony Battaglene, Chief Executive of Australian Grape & Wine.

"Grape growers and winemakers across Australia have been dealing with an incredibly difficult period over the last couple of years, with fires, smoke, COVID-19 and China's import duties on Australian wines all taking their toll" said Mr Battaglene. "This investment will establish a framework for our sector's effort to explore new market opportunities and overcome the challenges in front of us."

"For Australia's grape and wine sector to mitigate the impact of the \$1.2 billion gap left by the effective closure of the China market to Australian wine exports, grape growers and winemakers require a strategy to drive growth in a broad range of export markets. This grant will deliver a clear and coordinated roadmap for investment and activities across the Australian wine sector to deliver increased market access and growth in key target export markets."

Australian Grape & Wine will be working closely with Austrade, Wine Australia, the Department of Agriculture, Water and the Environment, and State Government agencies, to make sure the activities to be pursued complement existing and future efforts.

"We are an export focused industry, and this support will allow the industry to do the work that is needed to drive new opportunities for grape and wine businesses in a range of new and exciting markets. We're going to work closely with a range of people and organisations to bring this exciting suite of activities to life and maximise every dollar we can for the benefit of grape growers and winemakers across the country."

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About Australian Grape and Wine Inc

Australian Grape and Wine Inc is the national association of grape and wine producers. We address issues across the supply-chain that impact on the profitability and sustainability of the sector. We lead and advocate public policy that enhances the ability to responsibly produce, promote and enjoy Australian wine in moderation.

Australian Grape & Wine is recognised as a representative organisation for winegrape and wine producers under the Wine Australia Act 2013, and is incorporated under the SA Associations Incorporation Act 1985. We work in partnership with the Australian Government to develop and implement policy that is in the best interests of winegrape growers and winemakers across Australia.